

2007 Retailing Smarter Symposium Speakers



Mark Emkes

Chairman and CEO

Bridgestone Americas Holding, Inc.

Bridgestone Firestone North American Tire, LLC (BFNT)

Mark Emkes was born in Urbana, Illinois on February 16, 1953. He grew up in Indiana and graduated from DePauw University in 1975 with a Bachelor of Arts degree in economics. In 1976, he earned his MBA degree in International Management from Thunderbird, The Garvin School of International Management, located in Phoenix, Arizona.

During that same year, Mr. Emkes began his career at the Firestone Tire & Rubber Company as an International Trainee. Following his first job changing tires at a Firestone store near Houston, Texas he was promoted to store manager in 1977.

From 1979 to 1997, Emkes' career took him overseas. He held various management positions in the United Arab Emirates, Spain, Brazil and Mexico. From field export representative in Dubai, United Arab Emirates to president and managing director, Bridgestone/Firestone Brazil in Sao Paulo, Brazil, Emkes successfully conquered new challenges as he took on positions of increasing responsibility.

Emkes was promoted to executive vice president of Bridgestone Firestone, Inc. and elected to a seat on its board of directors in 1999, while concurrently holding the title of President of Bridgestone/Firestone Brazil.

In 2000, he returned to the United States and was named president of Bridgestone/Firestone Latin American Operations, an operating unit of the then-named Bridgestone/Firestone, Inc.

In September of 2002, he became Chairman, CEO and President of Bridgestone/Firestone North American Tire, LLC, a successor to Bridgestone/Firestone, Inc. and a subsidiary of a newly created holding company, Bridgestone Americas Holding, Inc. He served concurrently as a member of the board of directors of Bridgestone Americas.

On April 1, 2004, Mr. Emkes was promoted to Chairman and CEO of Bridgestone Americas Holding, Inc., Chairman and CEO of Bridgestone Firestone North American Tire, LLC and was elected as a member of the Board of Directors of Tokyo-based Bridgestone Corporation.

In addition, Mr. Emkes serves on several boards, including the Boards of Visitors for the Vanderbilt Owen Graduate School of Management in Nashville and DePauw University in Greencastle, Ind. He also serves as the Chair of the Rubber Manufacturers Association.



Ken Hicks

President and Chief Merchandising Officer
JC Penney

Ken Hicks is president and chief merchandising officer for J. C. Penney Company, Inc., one of America's largest department store, catalog and e-commerce retailers.

Mr. Hicks was elected to his current position in January 2005. From July 2002 to 2005, he was president and chief operating officer of JCPenney stores and merchandise operations. Before joining JCPenney, he was president of Payless ShoeSource from 1999 to 2002, where he held responsibility for all elements of merchandising, marketing, product distribution, and direct product development and sourcing for 4,900 stores in 7 countries. Prior to that, Mr. Hicks was executive vice president and general merchandise manager of all merchandising and programming for the Home Shopping Network. From 1987 to 1998, he held senior management and merchandising positions for May Department Stores, including senior vice president of strategic planning and general merchandise manager for several divisions. From 1982 to 1987, he was a senior engagement manager for McKinsey and Company Consultants.

Hicks graduated from the United States Military Academy at West Point, NY and served in the U. S. Army, attaining the rank of captain. After leaving the Army, he earned an MBA with highest honors from Harvard University. He and his wife, Lucy Boland Hicks, are originally from Houston.



Michael Jeppesen

DSVP Global Sourcing & Product Development,
Payless ShoeSource

Michael Jeppesen joined Payless in November 2005 as Division Senior Vice President - Global Sourcing & Product Development. Prior to that he was Senior Vice President, Product Development, Design and Sourcing for Saucony, Inc. from 2001 to 2005. Michael also has held leadership positions with companies in the United States, Asia and Europe, including Coach, ECCO and Adidas. He earned his first degree in business administration at the Copenhagen Business School in Denmark, and an MBA at Cranfield University in Cranfield, United Kingdom.



Gloria Johnson-Goins

Chief Diversity Officer
The Home Depot

Gloria Johnson Goins is the Chief Diversity Officer for The Home Depot. Her primary responsibility is creating and implementing company-wide diversity and inclusion initiatives for the world's second largest retailer. In this role, Mrs. Johnson Goins is charged with leveraging diversity and inclusion to enable The Home Depot to become the Retailer of Choice, Employer of Choice, Neighbor of Choice and Investment of Choice.

Prior to joining The Home Depot, Mrs. Johnson Goins served as the Vice President of Diversity at

Cingular Wireless, the largest wireless communications company. Under Mrs. Johnson Goins' leadership, Cingular's diversity organization received national recognition from Diversity Best Practices, Next Step Magazine, and the Disability Rights Advocates. Further, Ms. Johnson Goins has served as General Attorney with BellSouth Cellular Corp., while also serving as an active member of the BellSouth Legal Department's Diversity Committee, which works to promote diversity within and outside of BellSouth.

Mrs. Johnson Goins was born and raised in Miami, Florida. She holds a BA in Psychology from Stanford University, a Juris Doctorate from the University of Pennsylvania School of Law, as well as an MBA from Mercer University, where she was appointed to the Dean's Advisory Committee. Mrs. Johnson Goins is a member of the Florida and Georgia Bars, the National Bar Association, and the American Bar Association. Additionally, Mrs. Johnson Goins is very active in numerous professional and civic organizations that include the United Way of America, the NAACP, the Boy Scouts, Leadership Atlanta, the Atlanta Ballet and the Georgia Council on Child Abuse and has co-authored an article on the Family and Medical Leave Act, which was published in the October 1996 issue of the Georgia Bar Journal. Ms. Johnson Goins lives in Atlanta, GA with her husband, Prince and their daughter, Grace Princess.



Stew Leonard, Jr.

President and CEO

Stew Leonard's

Stew Leonard Jr. is President & CEO of Stew Leonard's, one of the most famous food retailers in the world. With 2,000 team members and annual sales of \$300 million, Stew Leonard's has also been honored as one of FORTUNE magazine's "100 Best Companies to Work for" for the past five consecutive years.

Stew Leonard's has been featured in many management books and videos, including In Search of Excellence and Thriving on Chaos. Many top business schools, including Harvard and Columbia, have done case studies on Stew Leonard's passion for customer service: "Rule #1 -- The Customer is Always Right"; Rule #2 -- If the Customer is Ever Wrong, Re-Read Rule #1." This principle is so essential to the foundation of the company that it is etched in a three-ton granite rock at each store's entrance.

Stew grew up in the family business and took over the reins in 1990. He has been an invited speaker at many Fortune 500 companies, including Wal-Mart where the late founder, Sam Walton, asked Stew to speak at one of his famous Saturday Morning meetings.

Stew Leonard Jr. earned his MBA from UCLA and lives in Westport, CT with his wife and four daughters.



Paul Levesque

President and Founder

Customer Focus Breakthroughs, Inc.

Paul Levesque has over two decades of experience as an international customer focus consultant. As lead instructor at the Achieve Group's Service Quality Academy, and more recently as founder and CEO of Customer Focus Breakthroughs, Inc., he has helped over 350 corporate clients plan and implement their customer focus improvement initiatives.

Paul has partnered with Novations Group in the creation of a training approach to support Paul's latest book, *Customer Service from the Inside Out*. The training solution from Novations "operationalizes" the *Customer Service from the Inside Out* brainstorming and associate engagement process to enhance the level of service and customer focus culture within all organizations.

Paul appears as on-camera host in a number of commercially distributed video tapes on customer focus themes. Articles he has written have appeared in such publications as *Quality Digest*, Canada's national newspaper *The Globe and Mail*, and *One Stop Guide to Employer Branding* (Personal Toda, U.K.).

His first book, *The WOW Factor: Creating a Customer Focus Revolution in Your Business*, was published in 1995.

Customer Service from the Inside Out Made Easy is Paul's 4th book.



Bill Lucas

President & General Manager, Retail Business Group
The NPD Group, Inc.

Bill Lucas, Group President of NPD's Retail Business Group, manages servicing and product development to meet the information needs of the company's retail partners. He also oversees the recruitment and maintenance of NPD's panel of more than 250 retail organizations in North America. Bill has over 30 years of market research experience and is considered an expert in consumer panel and retail tracking analysis and applications. He has also served as VP at Nielsen Marketing Research and as Director of Marketing and Sales for a consumer products company in Israel. Bill earned his MBA from Northwestern University's Kellogg School of Management and also received a B.A. from Northwestern.



Matthew Rubel

President, CEO and Director
Payless ShoeSource, Inc.

Mr. Rubel has served as Chief Executive Officer and President of Payless since July 18, 2005. Prior to joining Payless, Mr. Rubel was Chairman and Chief Executive Officer for Cole Haan from 1999 to July 2005. He served as Executive Vice President, J. Crew Group and Chief Executive Officer of Popular Club Plan from 1994 to 1999 and in November 1998 led the sale of Popular Club Plan from J. Crew to Fingerhut. While at J. Crew Group, Mr. Rubel was responsible for all licensing and international activities as well as brand marketing and served on its Group Executive Committee. Mr. Rubel has also served as President and Chief Executive Officer of Pepe Jeans USA, and President of the Specialty Division of Revlon. Mr. Rubel has served as a Director of Payless since July 2005.



Joe Scarlett

Chairman of the Board

Tractor Supply

Joe Scarlett is a lifelong retailer who has been in leadership roles at Tractor Supply Company since 1979. During his ten plus years as CEO the company's revenues quadrupled and the price of its stock increased ten-fold.

Scarlett, along with four others, was part of a classic leveraged buy out of the company in 1982. It was during this time that he played a key role in the initiative to return the company to profitability through improved customer service and focused product selection.

Today, as Executive Chairman, Scarlett spends his time teaching, coaching and speaking about business leadership. He teaches basic management skills to the newest store managers, works diligently with high potential managers and coaches upwardly mobile executives.

In 2006, he and his family endowed the Scarlett Leadership Institute, in partnership with Belmont University, to help build the management and leadership and skills of Middle Tennessee business executives.

In 2003, Ernst & Young honored Scarlett's successful retail career by selecting him as the Southeast's Entrepreneur of the Year. In 2004 Forbes selected Tractor Supply Company as one of the "Best Managed Companies in America." Scarlett served four years as Chairman of the Retail Industry Leaders Association which is the nation's largest retail trade organization.

In his leisure time Joe and his wife Dorothy enjoy traveling, reading and time at the beach house. They have two grown children, Tara and Andrew.



Pernille Spiers-Lopez

President

IKEA North America

A native of Denmark, Pernille Spiers-Lopez has lived in the United States for 23 years. Prior to joining IKEA, she worked with several smaller retail operations, and oversaw 24 Door Store furniture locations. Pernille was also part of the team responsible for opening two STOR home furnishing stores in Los Angeles, CA, which were later purchased by IKEA.

Pernille came to IKEA North America in 1990, as Marketplace Manager for the West Coast stores, and she later moved on to become store manager in Pittsburgh. Her energy and commitment to the co-workers of the organization brought Pernille to the leadership of IKEA North America Human Resources by 1997. In this role, she was instrumental in developing and implementing progressive policies intended to benefit all at IKEA.

In June 2001, Pernille took over in her current role as President of IKEA North America, succeeding Jan Kjellman. Having held responsibilities from sales to retail management to human resources, Pernille brought a wealth of Home Furnishings experience to her role as President.

This experience is grounded in and enhanced by her commitment to the IKEA culture and values that are at the heart of the company and its success. It is through this humanistic way of doing business that Pernille brings to IKEA perhaps her greatest asset: the ambition to foster an environment of growth, inclusion, and empowerment, where co-workers are provided with the tools and partnership to successfully manage and balance both their careers and personal lives.

As IKEA North America experiences a period of unprecedented growth, the development and recruitment of a skilled, motivated, and valued work force is more vital than ever. Under Pernille's leadership, IKEA has been named to *Working Mother* magazine's list of 100 Best Companies for 2003, 2004 and 2005 and *FORTUNE'S* 2004 and 2005 "100 Best Companies to Work For"® List.



Tina White-Potter

Director of Strategic Planning and Research
JCPenney

Tina White Potter has over 25 years of diverse retail experience. She currently works in strategic planning and research focusing on Business Unit Strategy for the JCPenney Company. Her background includes competitor intelligence, business analysis, retail buying, retail store merchandising, and promotional planning. In addition she has wholesale buying experience in a wide variety of product categories ranging from apparel to hard goods.

Tina holds a Doctorate of Business Administration in Marketing from the University of Sarasota, a MBA in Marketing and Management from Dallas Baptist University, a BS in Business Management from LeTourneau University and a BS in Elementary Education from Stephen F. Austin.